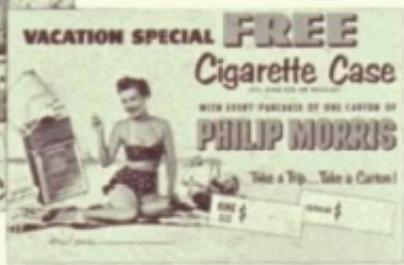


Set up this great **PHILIP MORRIS**
VACATION
PROMOTION

in your store!



POSTER
SIZE 20" x 27"



WINDOW STREAMER
SIZE 16" x 22"

FREE CIGARETTE CASES for your
Customers—When They Buy a Carton of **PHILIP MORRIS**!

BUILDS SALES . . . STORE TRAFFIC . . . GOOD WILL
To build summer sales, Philip Morris is offering FREE of extra cost a beautiful clear plastic cigarette case with every purchase of a carton of Philip Morris, King Size or Regular. Perfect for vacation; protects cigarettes from water, sand, dirt.

We'll set up this VACATION SPECIAL in any store—anywhere! Display material

includes a beautiful 20" x 27" poster in full color featuring Gale Storm, popular star of the Philip Morris Radio and Television program, "My Little Margie." Also an attractive display piece 16" x 22" for bins, windows, shelves or wall. It's all FREE! Get it all from your Philip Morris man. Or write today to:

"VACATION SPECIAL," PHILIP MORRIS,
100 PARK AVENUE, NEW YORK 17, N. Y.

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